# Digital Sandip Academy

YOUR

## DIGITAL FUTURE

STARTS HERE

75671 54257 | www.digitalsandipacademy.com

# A JOURNEY OF GROWTH, LEARNING, AND GLOBAL RECOGNITION WITH DIGITAL SANDIP ACADEMY & NOBLE UNIVERSITY.

*Empowering Futureready Marketers With World Class Mentorship And Practical Exposure.*

AWARDED BY

## GUJARAT'S NO. 1 AGENCY BASED DIGITAL MARKETING INSTITUTE

We are privileged to have been awarded by the **Gujarat State Chief Minister, HON. MR. BHUPENDRABHAI PATEL** at the **'JAGRAN GUJARATI - GEMS OF GUJARAT AWARDS & CONCLAVE '** for **"BEST AGENCY BASED DIGITAL MARKETING INSTITUTE"** in the Education Industry. It's our immense pride in serving the best education to the generation.

**3,20,000+** STUDENTS TRAINED

**1800+** HIRING PARTNERS

**3000+** STARTUPS

**100+** AI TOOLS

**21+** INTERNATIONAL CERTIFICATES

**500+Hrs** INTERNSHIP TRAINING

**100%** PLACEMENT ASSISTANCE

## WHO IS THIS PROGRAM FOR

IF YOU'RE LOOKING TO ACCELERATE YOUR BUSINESS GROWTH AND UNLOCK ITS FULL POTENTIAL, DIGITAL MARKETING IS THE KEY. THIS PROGRAM IS BUILT FOR INDIVIDUALS AND BUSINESSES READY TO EXPAND THEIR REACH, CONNECT WITH NEW AUDIENCES, AND BOOST VISIBILITY ONLINE. WITH TARGETED STRATEGIES AND PRACTICAL INSIGHTS, YOU'LL LEARN TO USE DIGITAL TOOLS EFFECTIVELY AND HELP YOUR BUSINESS THRIVE IN TODAY'S FAST-CHANGING DIGITAL WORLD.

## PROGRAM BENEFITS

- DOUBT SOLVING SESSION
- 15+ CERTIFICATION
- "TAYARI JOB KI" PROGRAM
- PERSONALIZED RESUME FEEDBACK
- LIVE PROJECTS AND CASE STUDIES
- INTERNSHIP PROGRAM WITH DIGITAL SANDIP
- SOFT-SKILLS ENHANCEMENT COURSES
- RECORDINGS OF ALL LIVE SESSIONS
- GUEST LECTURES FROM INDUSTRY LEADERS
- INSIGHTS BY TOP DOMAIN EXPERTS
- ROUND-THE-CLOCK FACULTY SUPPORT
- 1-ON-1 MENTORSHIP
- BUSINESS CONSULTING
- LIVE CLIENT PITCHING TRAINING
- 35+ DIGITAL MARKETING MODULES
- FREELANCER CONSULTING PROGRAM
- GET MENTORED BY INDUSTRY EXPERTS
- MOCK INTERVIEWS BY INDUSTRY EXPERTS
- REAL-TIME FEEDBACK FROM HIRING PROFESSIONALS
- DIGITAL PORTAL FOR 24X7 ACCESS TO ALL CONTENT
- ACHIEVE CERTIFICATIONS THAT BOOST YOUR RESUME
- SKILLS ALIGNED WITH GOOGLE, FACEBOOK & SEMRUSH

## SEO Module

1. Website SEO (Search Engine Optimization)
2. YouTube SEO
3. Google My Business (GMB) SEO
4. App Store SEO (Application SEO / ASO)
5. E-Commerce SEO
6. Technical SEO
7. SEO Tools & Audit Checklist

## Google Ads Module

1. Pay Per Click (PPC) Advertising
2. Display Advertising
3. YouTube Advertising
4. Gmail Ads (Discovery Ads)
5. Universal Ads (App Promotion)
6. Smart Ads (Smart Campaigns)
7. Dynamic Search Ads (DSA)
8. Remarketing Ads
9. Shopping Ads (Google Merchant Center)
10. Performance Max Campaigns
11. Conversion Tracking
12. Google Analytics
13. Google Tag Manager

## SMM Detailed

1. Facebook Marketing
2. Instagram Marketing
3. Social Media Content Calendar
4. Hashtag & Keyword Research
5. Caption Writing (Content Copywriting)
6. Content Marketing For Social Media
7. Influencer Marketing
8. Facebook Ads Funnel Strategy
9. LinkedIn Marketing
10. Twitter (X) Marketing
11. Pinterest Marketing
12. WhatsApp Marketing
13. Email Marketing

## Branding And Advertising

- What Is Branding? Identity Vs Perception
- Brand Voice, Persona & Emotional Connection
- Building Brand Equity & Consistency
- Color Psychology, Font Usage & Design Language
- Offline Vs Online Branding – How To Integrate
- ATL, BTL, TTL Advertising With Examples
- Digital Ad Campaign Funnel Strategy
- Video Branding – Creating Commercials & Storytelling
- Consumer Behavior & Ad Psychology
- Creating A Unique Value Proposition (USP)
- Influencer & Native Advertising Strategy
- Case Study: Rebranding A Local Brand For Growth
- Tools: Adobe Express, Canva, CapCut

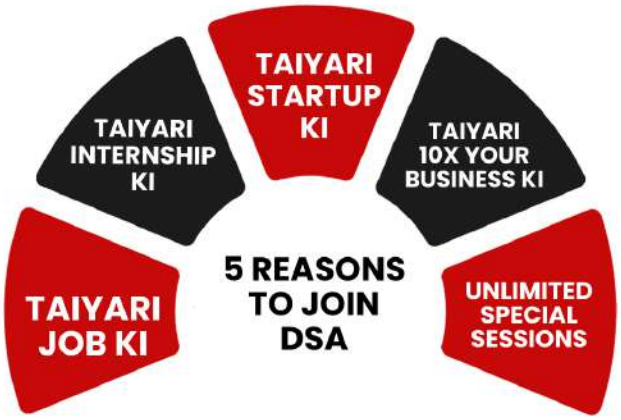
## Shoot And Studio Setup

- What Is Studio Setup ? Content Production Intro
- Studio Tour: Lights, Camera, Backdrops, Mics
- Camera Types: DSLR, Mirrorless, Mobile Setup
- Audio Equipment: Mic, Boom, Wireless Setup
- Lighting Techniques: Softbox, RGB, Key-Fill-Back
- Creating A 15-Sec Reel Vs 1-Min Ad
- Creative Scripting For Ads & Reels
- Behind-The-Scenes (BTS) Video Techniques
- Ad Shoot Planning: Shot List, Frames, Camera Angles
- Multi-Camera Setup For Interviews
- Editing Basics: Transitions, BGM, Subtitles
- Reel Marathon Challenge: Record 10 Reels In A Day

## CERTIFIED TRAINER

Google Meta LinkedIn Bing amazon YouTube

## DIGITAL MARKETER SUCCESS ROADMAP




## TAIYARI JOB KI

- RESUME BUILDING TRAINING
- INTERVIEW WITH DIGITAL SANDIP
- INDUSTRY EXPERT INTERVIEWER

### INTERVIEW PROCESS

## DIGITAL MARKETING FREELANCE OPPORTUNITIES

Flexible Work & Income → High Demand for Skills → Earning Potential → Global Freelance Market → Social Media & Tools → Freelance Growth in India

## TYPES OF DIGITAL MARKETING FREELANCE JOBS

## 12TH STUDENTS

**WHY SHOULD 12TH STUDENTS LEARN DIGITAL MARKETING?**

**BENEFITS**

GET JOB-READY EARLY
EARN WHILE YOU STUDY
FREELANCING AFTER SCHOOL

## GRADUATES

**WHY SHOULD GRADUATES LEARN DIGITAL MARKETING?**

**BENEFITS**

BRIDGE THE SKILL GAP
GET HIGH-PAYING JOBS
BUILD A STRONG PORTFOLIO

## DIGITAL MARKETING FOR EVERYONE?

**OPEN TO ALL STREAMS**
SCIENCE, COMMERCE, ARTS
ANYONE CAN LEARN AND SUCCEED.

**HIGH DEMAND, HIGH SCOPE**
EVERY BUSINESS NEEDS
DIGITAL MARKETERS TODAY.

**LEARN FAST, EARN EARLY**
START FREELANCING OR INTERNSHIPS
EVEN WHILE STUDYING.

**SKILL THAT PAYS FOR LIFE**
NOT JUST A JOB SKILL, IT'S A
FUTURE-PROOF CAREER ASSET.

**WORK FROM ANYWHERE**
OFFICE, REMOTE, OR FREELANCE
COMPLETE FLEXIBILITY.

## WHY DSA ACADEMY?

**100% PRACTICAL TRAINING**
REAL TOOLS, REAL
PROJECTS, REAL RESULTS.

**MENTORSHIP BY EXPERTS**
LEARN DIRECTLY FROM DIGITAL
MARKETING PROFESSIONALS.

**CERTIFICATIONS THAT MATTER**
STAND OUT WITH GLOBALLY
RECOGNIZED CREDENTIALS.

**PORTFOLIO BUILDING SUPPORT**
GET PRACTICAL EXPERIENCE
WORTH SHOWCASING.

**JOB & FREELANCE GUIDANCE**
GET PLACEMENT ASSISTANCE AND
FREELANCE KICKSTART.

# OPPORTUNITIES IN DIGITAL MARKETING FOR HOUSEWIVES

### 1. FLEXIBLE WORK-FROM-HOME EARNING OPPORTUNITY

DIGITAL MARKETING EMPOWERS HOUSEWIVES TO EARN FROM HOME BY OFFERING SERVICES TO BUSINESSES. YOU CAN MANAGE CLIENT PROJECTS AND BUILD YOUR OWN IDENTITY AS A FREELANCER.

### 2. BUILD & GROW YOUR ONLINE PRESENCE

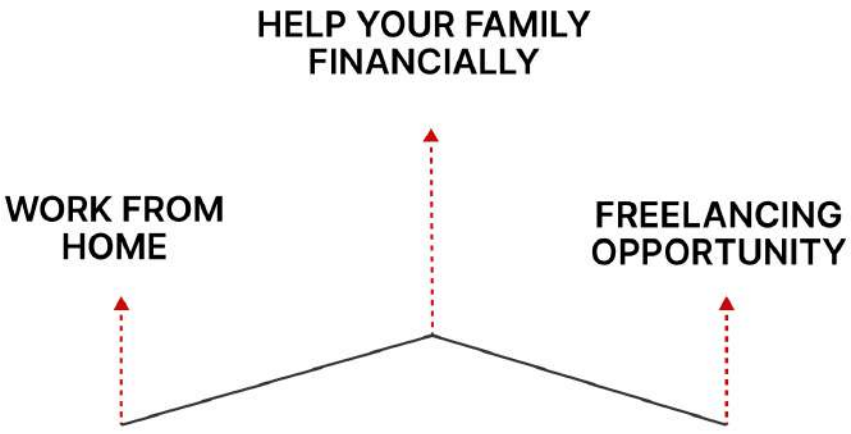
WHETHER IT'S VIDEO CONTENT OR PERSONAL INTERESTS, YOU CAN SHARE YOUR IDEAS ONLINE AND GROW PLATFORMS LIKE YOUTUBE BY FOLLOWING PROVEN OPTIMIZATION STRATEGIES.

### 3. BECOME A VOICE OF KNOWLEDGE

TURN YOUR SKILLS AND EXPERIENCES INTO VALUABLE CONTENT. CREATE BLOGS, LAUNCH A WEBSITE, OR SHARE INSIGHTS ON SOCIAL MEDIA. YOUR KNOWLEDGE CAN INSPIRE AND EDUCATE OTHERS.

### 4. RUN YOUR OWN ONLINE CAMPAIGNS

LEARN HOW TO CREATE AND RUN ADVERTISEMENTS THAT REACH THE RIGHT PEOPLE, IN THE RIGHT PLACE, AT THE RIGHT TIME HELPING YOU PROMOTE YOUR SERVICES OR PASSION PROJECTS EFFECTIVELY.




## WHY SHOULD HOUSEWIVES LEARN DIGITAL MARKETING?

# DIGITAL MARKETING PLATFORMS AND TOOLS

Bing ads · SEMRUSH · RETARGETKIT · Google Search Console · YouTube | Advertising

ChatGPT · copysmith · mailchimp · click funnels · ClickSend

Pabbly · Trello · zapier · hunter · Google Analytics

Google Tag Manager · YouTube | Advertising · Canva · Google Data Studio · Google Ad Manager

YouTube Analytics · Taplink · Swipe Pages · ICONOSQUARE · Flick

## DSA'S CERTIFICATES

## 15 EXTERNAL INTERNATIONAL MARKETING CERTIFICATIONS

Google Ads · Bing · semrush · Meta

LinkedIn · YouTube Creator Academy · Instagram ACADEMY

Google My Business · HubSpot

# INDUSTRY VISIT

**OUR PLACEMENT CELL IS DIVIDED INTO HEAD OFFICE AND ZONAL TEAMS TO ENSURE WE ARE ABLE TO OFFER REGION WISE JOB AND INTERNSHIP OPPORTUNITIES FOR CANDIDATES. WE HAVE A TEAM OF ENTHUSIASTIC MEMBERS, RESPONSIBLE FOR INTERFACING WITH ORGANIZATION AND ASSISTING THOUSANDS OF STUDENTS IN SECURING THE BEST PLACEMENTS. WE HAVE MORE THAN 1800+ HIRING PARTNERS**

# LIFE AT DSA

**OUR INSTITUTE ISN'T JUST ABOUT EDUCATION; IT'S A VIBRANT COMMUNITY WHERE TRADITION, FUN, AND PASSION COME TOGETHER! WE DO CELEBRATE EVERY FESTIVAL TOGETHER LIKE GANPATI, NAVRATRI, PLAY CRICKET, GO ON TRIPS WE ARE A FAMILY WHERE WE LEARN WITH HAVING LOTS OF FUN**

# DSA'S STARTUP OF THE YEAR

## ACHIEVEMENTS 2025

ADDIFY MEDIA

SIMPLI DIGITIZE

ADYQUENT

SPARKSRAVE

SOCIAL HUNKS

ADWENZA

ADMYZER

REXMYZE

THENEXTZEROS

ELITE DM AGENCY

DOTSHOT ADVERTISING

9SCALER

## Internship Completion Certificate - 2025

# CONVOCATION

## WE'RE CELEBRATING ACHIEVEMENT AND GROWTH

**DSA CONVOCATION CELEBRATES STUDENT SUCCESS WITH AWARDS, EXPERT SESSIONS, AND REAL-WORLD PROJECT SHOWCASES. IT OFFERS VALUABLE NETWORKING WITH INDUSTRY LEADERS, ALUMNI, AND PEERS FOR FUTURE OPPORTUNITIES.**

**THE EVENT BUILDS A STRONG DSA ALUMNI COMMUNITY FOCUSED ON LIFELONG LEARNING AND CAREER GROWTH.**

# PLACEMENTS 2025

## HIRING PARTNERS

zydus Dedicated To Life
JADE BLUE
TCS TATA CONSULTANCY SERVICES
Havmor ICE CREAM
INTAS
STUDI45
firstcry
Communication Crafts
BRDS
WebIndia Inc
pwc
uplers
ZGC
RENÉE
JOYSPOON

## COURSE SCHEDULE

| ONLINE BATCH | | OFFLINE BATCH |
|---|---|---|
| **MORNING** | **AFTERNOON** | **EVENING** |
| 08am - 10am<br>MON - TUE - WED | 12pm - 02pm<br>THU - FRI - SAT | 04pm - 06pm<br>MON - TUE - WED |
| 08am - 10am<br>THU - FRI - SAT | | 04pm - 06pm<br>THU - FRI - SAT |
| 11am - 01pm<br>MON - TUE - WED | | |

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## OUR BRANCHES

**C G Road**
8th Floor, Sarovar Complex, beside FLH3, Chimanlal Girdharlal Rd, Ambawadi, Ahmedabad, Gujarat 380009

**New Nikol**
Office 301, Platinum Plaza, opp K. Mall NR, Shukan bungalows, Nava Nikol, Ahmedabad, Gujarat 382350

**Junagadh**
Noble University City Campus Near Bus Station, Ambawadi, Joshipara, Junagadh, Gujarat 362001

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